

RETAIL FOR LIFE

RETAIL CAREER KIT



Acknowledgements



© NSW Department of Education and Training (DET) 2008

All rights reserved. This work is copyright and available under license to NSW DET. The onus rests on you as user to ensure compliance with licensing arrangements. The Licensing Agreement stipulates the extent to which you can copy this material.

If you use any portion of the material, you must acknowledge NSW DET as the copyright owner.

If you develop enhancements of the material, you agree that the copyright in any enhancements vests with NSW DET.

You may not make it available for hire or re-sale with financial gain other than for a cost recovery fee for distribution and within the extent allowed by your Licensing Agreement.

Disclaimer

The views expressed in this work do not necessarily represent the views of the NSW Department of Education and Training.

The NSW Department of Education and Training does not give warranty nor accept any liability in relation to the content of this work.

Project Team

NSW WRAPS - www.nswwraps.com.au

Project Manager - Regina Dunlea

Project Officer - Susan Hull

Design - Edward Nel

Advisory Committee

Yvonne Anderson, Hardware Association NSW

Michael Lonie, Australian Retailers Association

David Bliss, Shop, Distributive & Allied Employee's Association (SDA) NSW Branch

Joe Harrison, Retail Traders & Shopkeepers Association

Steve Wilson, Metcash Trading Ltd

Phillip Bennett, TAFE NSW

Gwen Blyth, Coles Group Ltd

Bill Parker, MAS National Apprenticeships

Michael Geeves, Careers Advisors Association of NSW Inc

Gary Monks, The Newsagents Association of NSW & ACT Ltd

Copies of this resource are available from: www.skillsonline.net.au

This work has been produced initially with the assistance of funding provided by the NSW Department of Education and Training, Industry Programs, through the **Industry Skills Training Program** with advice from the Project Advisory Committee.

For further information, email: skillsonline@det.nsw.edu.au



NSW RETAIL WHOLESALE &
ASSOCIATED SERVICES INDUSTRY
TRAINING COUNCIL LTD
www.nswwraps.com.au

Welcome to Retail for Life

Retail - One career, many pathways

"A career is the sum total of paid and unpaid work, learning and life roles you undertake throughout your life."
(www.myfuture.edu.au)

Your first job can provide you with great opportunities to learn about the world of Retail. Use this Retail for Life guide to make it count! It will help you:

- discover why Retail is such a great career
- overview the qualifications and training available to progress your career
- to keep evidence of your growing Retail know-how.

Retail - a dynamic industry

Retail is much more than shopkeeping. It is a global, high-tech, high growth industry offering a variety of job opportunities. A complex, dynamic industry, Retail includes (among many knowledge areas) marketing, people management, logistics, and financial management. This is a business that combines managing stock with providing customers with what they want. Today's customers don't just do their shopping in a store. They know a lot about technology and want to get their information from many sources, including the internet, email and even SMS. In the business of retail there's a lot of activity going on beyond the shopfloor. Retail is one of the most exciting industries you could make a career in. It even allows you to work all over the world!

People who have a passion for the industry will tell you that there's so much diversity in Retail that it's one industry where you will find a job you love to do. Every organisation is different too.

Your first job is your chance to find:

- a product you'd like to know more about (womenswear, music, toys, electronics, post, jewellery, childrens wear, homewares)
- a role you really like doing (sales, store operations, loss prevention, marketing)
- an organisation that you want to be a part of (national, niche, supporting your causes).

Retail - exciting career possibilities

Did you know that Retail is the largest employer in Australia with more than 1 500 000 people engaged across the three main segments of personal and household goods, food retailing and motor vehicle retailing and services? That's 15% of all jobs! In NSW alone, Retail is worth \$16.8 billion per year (2004-05 DSRD statistics).

The industry is expected to continue to grow. It has been estimated that in the next few years, over 22% of all new jobs in Australia will be in Retail. The opportunities will be enormous. The internet is the fastest growing Retail channel. Online sales are increasing 15 times faster than the Retail average.

The most common role is in customer service or sales, as a sales assistant or cashier. However, the possibilities expand from there. Selling the final product is just a small part of what goes on in a Retail business and you could just as easily find yourself behind the scenes in visual display, design, stock control, buying, finance, IT, human resources, logistics, marketing and management. Each of these areas contains many different job roles, but all offer great opportunities for the right person to progress and succeed.

With fast career progression, impressive financial rewards and enviable staff perks, the modern Retail industry is a place of enormous potential for enthusiastic and motivated individuals. Retail could be the sector for you!

Understanding Vocational Education and Training (VET)

Vocational education and training (VET) is 'education and training for work' and is part of the Australian Qualification Framework (AQF) that includes schools, universities and adult and community education.

Our Australian VET system is one of the most sophisticated in the world because it is:

Industry-led

The employers, unions and professional associations of an industry define the outcomes that are required from training.

National

The VET system is jointly-managed by state, territory and Australian governments, in partnership with industry and training providers.

Client focused

Clients of the VET system are employers and individuals who use it, or intend to use it. This simple, flexible and relevant system responds to client needs.

The fundamental elements of the VET system are:

A quality framework

The **Australian Qualifications Framework (AQF)** defines all nationally recognised qualifications. The **Australian Quality Training Framework 2007 (AQTF 2007)** is a set of nationally agreed standards that ensure high quality VET services throughout Australia.

Registered Training Organisations (RTOs)

Training organisations must meet AQTF standards to become registered. Only RTOs can issue AQF qualifications and deliver training and assessment services.

National recognition

National recognition of RTOs and qualifications is the cornerstone of the Australian Quality Training Framework as it enhances mobility in the labour market.

The **Retail Services Training Package** was developed in consultation with industry and supports accredited learning from Certificate I through to Diploma level in the Retail, Wholesale and Community Pharmacy sectors.

The Australian Qualification Framework (AQF)

Schools sector	Vocational Education & Training (VET) sector	Higher Education sector
HSC or equivalent	Vocational Graduate Diploma Vocational Graduate Certificate Advanced Diploma Diploma Certificate IV Certificate III Certificate II Certificate 1	Doctoral Degree Masters Degree Graduate Diploma Graduate Certificate Bachelor Degree Associate Degree, Advanced Diploma, Diploma





Pamela – 2006 HSC Retail Operations Examination Top Achiever

I loved my HSC studies as a Retail student because the Certificate II in Retail Operations brought together my practical experiences at work (with pay!) and the knowledge I learnt in the course. The skills like teamwork, planning and problem-solving will help me in all areas of my future life.

Many people don't realise how important the Retail industry is in their daily lives. Shopping is a hobby most young people enjoy because Retail is always in tune with the latest fashions and trends.

I was surprised to discover that Retail covers such a wide range of businesses, products, applications, career paths and job titles. It all depends on your interests.

VET in Schools

Learning at school for the world of work...

More than 94% of Australia's secondary schools now offer Vocational Education and Training (VET) to their senior students. This means that you can gain practical work skills and nationally recognised VET qualifications as part of your school education.

HSC VET courses have been developed in consultation with business and industry and are based on the national Training Packages. They are delivered in school classrooms, TAFE colleges and by private training providers. You will learn about the world of work, the expectations of employers and the career options and alternative pathways that are available. VET subjects give you the chance to find out whether they like a particular type of work and how it matches your career goals.

A Retail Portfolio

A Retail Portfolio is a simple but highly-effective tool for building and maintaining a record of all your skills and training from the time you start your first job.

Unlike a standard CV, your portfolio will provide the evidence to prove your educational and vocational skills to a Registered Training Organisation (RTO). Through a Recognition process (see pages 9 and 10), your skills and knowledge can be assessed against national Retail units of competency, and if successful, you will be awarded a Statement of Attainment or perhaps even a full qualification. Start your portfolio by completing the forms on pages 11 and 12 and attach your relevant work and school documents.



SIR20206 Certificate II in Retail

Certificate II in Retail provides you with the skills and knowledge to work in various Retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets. You may work with some autonomy or in a team, but usually under close supervision. You may complete this qualification as a trainee.

Job roles

With this qualification, you are able to perform roles, such as:

- providing product and service advice in a Retail store
- selling products and services in variety of Retail settings
- operating a checkout area
- preparing and selling fast food items
- store, rotate and replenish food stock
- checking stock and replenishing retail shelves
- organising and maintaining work areas and displays.

Job titles

- sales assistant
- customer service representative
- crew member
- checkout operator.

QUALIFICATION RULES

(There are no prerequisites for entry to this qualification.)

To achieve a Certificate II in Retail, 14 units must be completed as follows:

- all 9 Core Units
- 3 units from either Elective Units Group A (General Selling) or Elective Units Group B (General Food Selling)
- 2 elective units from either the General Elective Units listed below or from another endorsed Training Package:

(Your selection of electives will be guided by your job and employer requirements. Make sure you check the full Qualification Rules on www.ntis.gov.au/!)



CORE UNITS

SIRXCCS001A	Apply point-of-sale handling procedures
SIRXCCS002A	Interact with customers
SIRXCLM001A	Organise and maintain work areas
SIRXCOM001A	Communicate in the workplace
SIRXICT001A	Operate retail technology
SIRXIND001A	Work effectively in a retail environment
SIRXINV001A	Perform stock control procedures
SIRXOHS001A	Apply safe working practices
SIRXRSK001A	Minimise theft

ELECTIVE UNITS GROUP A: GENERAL SELLING STREAM

Choose electives from the following functional areas:

- Sales
- Merchandising
- Finance
- Retail Post

ELECTIVE UNITS GROUP B: GENERAL FOOD SELLING STREAM

Choose electives from the following functional areas:

- Food Safety
- Merchandising
- Product Knowledge

GENERAL ELECTIVE UNITS

Choose electives from the following functional areas:

- Administration
- Computer Operations and ICT Management
- Finance
- Food Safety
- Goods Handling
- Inventory
- Merchandising
- Marketing and Public Relations
- Occupational Health and Safety
- Product Knowledge
- Retail Food
- Retail Post
- Sales

SIR30206 Certificate III in Retail

Certificate III in Retail provides you with the skills and knowledge to work in various Retail store settings, such as specialty stores, supermarkets, department stores and Retail fast food outlets. You may complete this qualification as a trainee.

Job roles

With this qualification, you will perform roles such as:

- providing in-depth product and service advice in a retail environment
- selling products and services in variety of retail settings
- supervising a checkout area
- leading a team preparing and selling fast food items
- leading a department team within a large store or supermarket
- acting as an assistant to a manager of a small to medium store
- organising and maintaining work areas and displays
- carrying out specific responsibilities, such as merchandising.

Job titles

- sales assistant
- customer service representative
- crew leader
- shift manager
- team leader
- department manager
- assistant store manager
- checkout supervisor
- merchandise coordinator.



QUALIFICATION RULES

(Entry requirements: Be recognised as competent in the 9 Certificate II core units, or have sufficient relevant retail employment experience.)

To achieve a Certificate III in Retail, 10 units must be completed:

- all 3 core units
- 7 elective units:

A minimum of 5 elective units must be selected from the Elective Units listed below. A maximum of 2 of these electives may be selected from the Product Knowledge functional category. Where SIRRPK006A is selected, SITHFAB009C Provide responsible service of alcohol is compulsory.

A maximum of 2 elective units may be selected from another endorsed Training Package, from units packaged at AQF 3 or 4. Where units are selected from another Training Package, prerequisite and co-requisite requirements must be observed.

In all cases selection of electives must be guided by the job outcome, local industry requirements and the characteristics of this qualification (as per the AQF descriptors). Elective units must be chosen from those not already completed as part of another qualification.

CORE UNITS

- SIRXOHS002A Maintain store safety
- SIRXRSK002A Maintain store security

Plus

- SIRXCCS003A Coordinate interaction with customers

Or

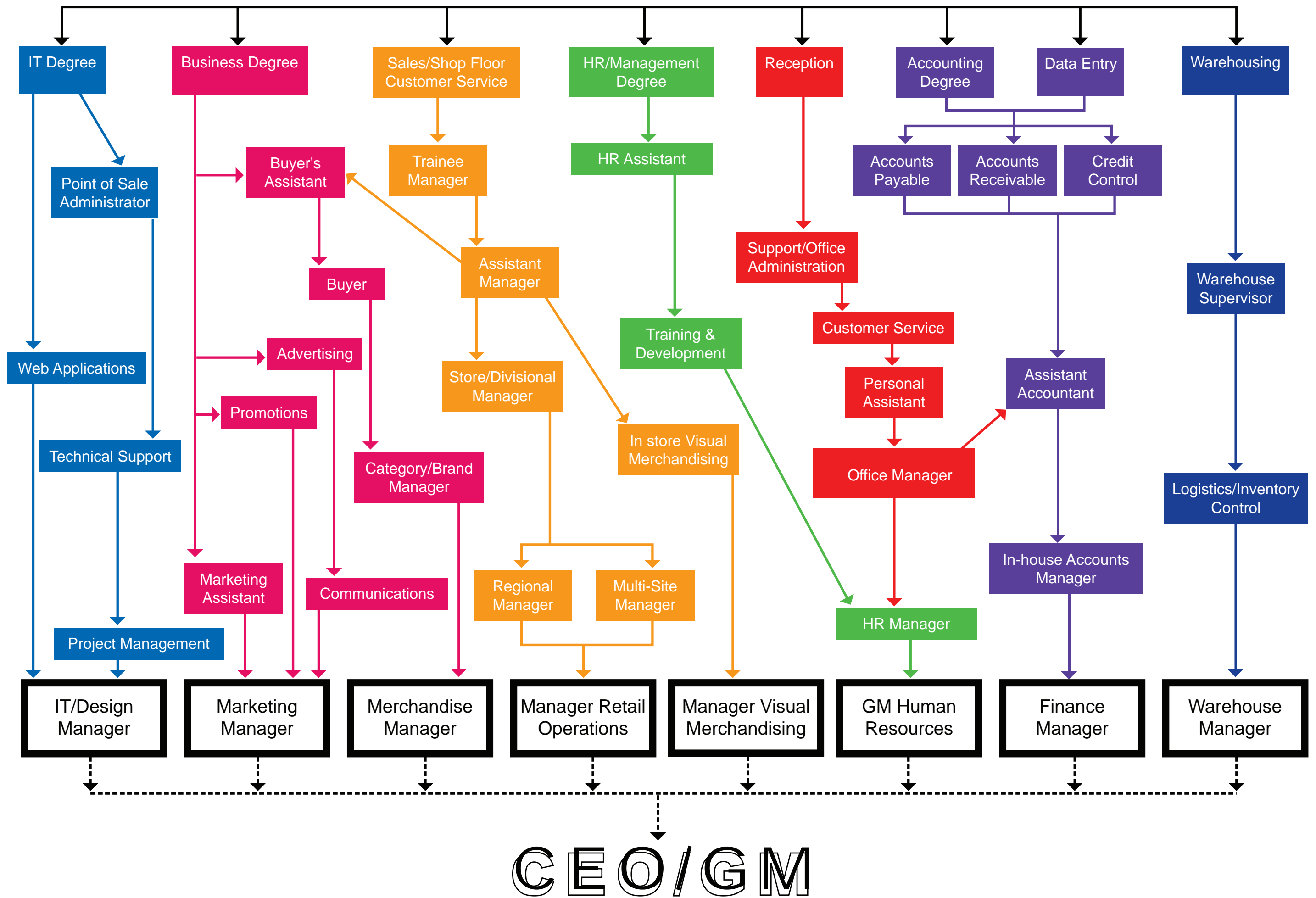
- SIRXSLS004A Build relationships with customers

ELECTIVE UNITS

- Administration
- Finance
- Franchising
- Food Safety
- Human Resources Management
- Computer Operations and ICT Management
- Working in Industry
- Inventory
- Management and Leadership
- Merchandising
- Marketing and Public Relations
- Product Knowledge
- Quality and Innovation
- Retail Food
- Retail Post
- Sales



RETAIL CAREER FLOWCHART



CEO/GM

SIR40207 Certificate IV in Retail Management

What is the Certificate IV in Retail Management?

This qualification provides the skills and knowledge for an individual to be competent in the first-line management skills of those working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business.

Possible job titles include:

- Store manager
- Department manager
- Merchandise manager
- Sales manager
- Customer service manager
- Shift manager

Following is a list of the compulsory units of competency from the national Certificate IV in Retail Management. The unit titles and descriptions are only a representation of the skill and knowledge included in the competency. Further detail may be gained from an RTO or by viewing the unit of competency at www.ntis.com.au

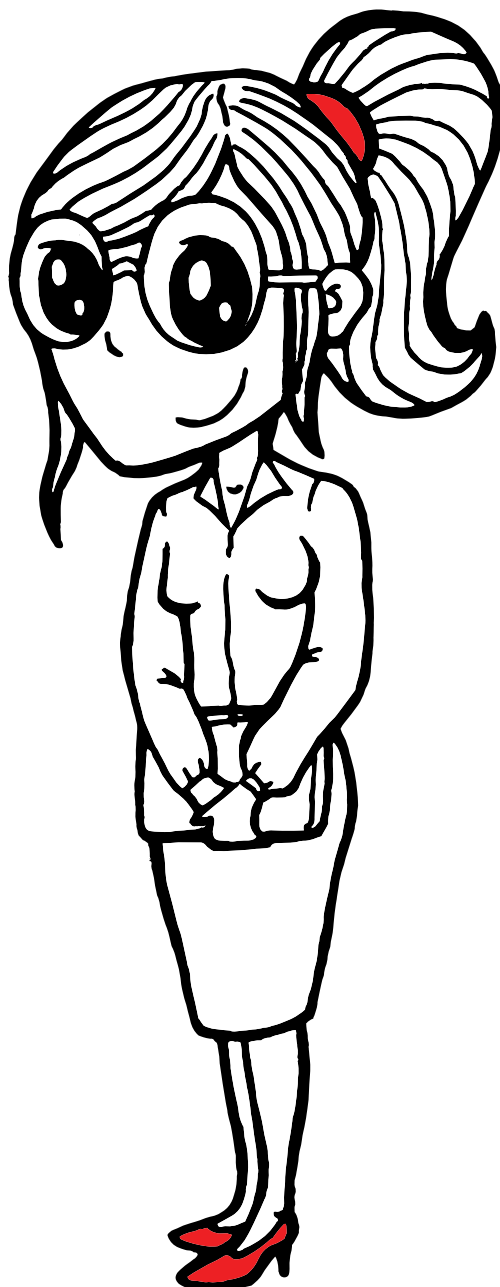
CORE UNITS

- SIRXMER004A Manage merchandise and store presentation
SIRXMGT003A Lead and manage people
SIRXOHS003A Provide a safe working environment

ELECTIVE UNITS

Choose electives from the following functional areas:

- Client and Customer Service
- Cleaning and Maintenance
- Communication and Teamwork
- E-business
- Finance
- Food Safety
- Franchising
- Governance and Legal Compliance
- Human Resources Management
- Computer Operations and ICT Management
- Working in Industry
- Inventory
- Merchandising
- Management and Leadership
- Marketing and Public Relations
- Product Management
- Quality and Innovation
- Risk Management and Security
- Sales



Recognition of your skills for a Vocational Qualification

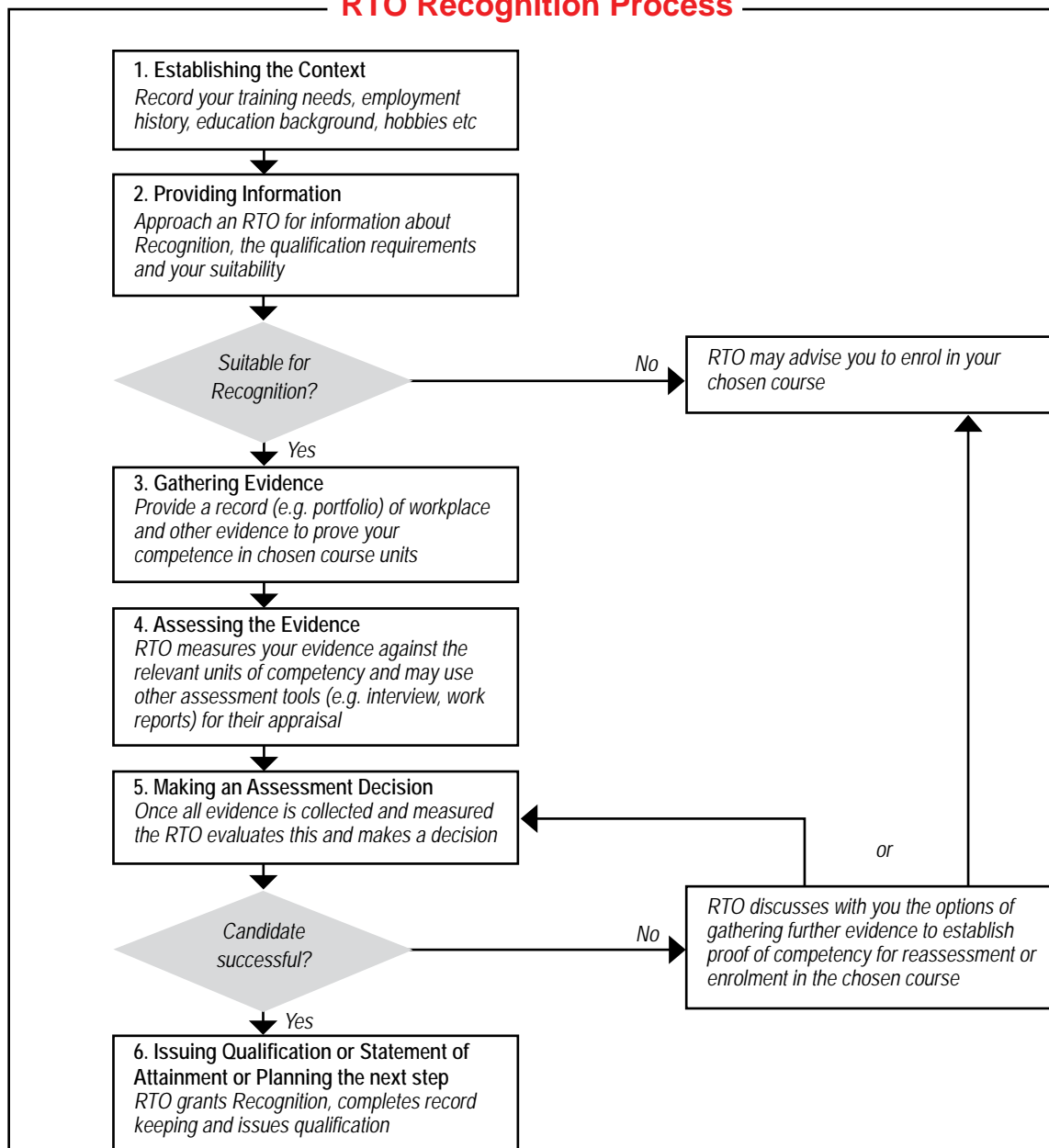
Who is involved?



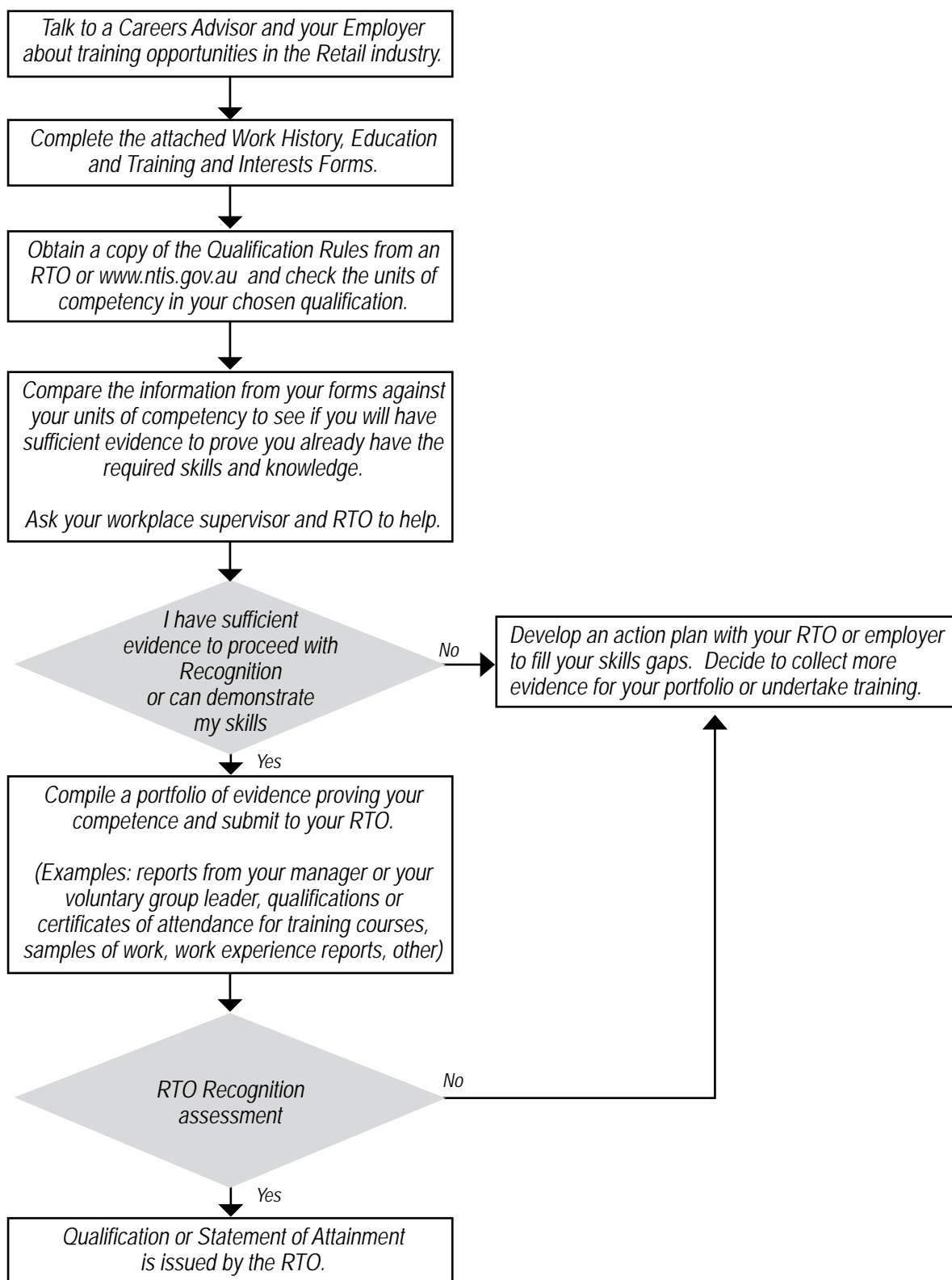
What is Recognition?

Recognition (also called *Recognition of Prior Learning (RPL)*, *Recognition of Current Competency (RCC)* or *Skills Recognition*) is the formal acknowledgement of a person's competencies, regardless of how, when or where the learning occurred. It includes consideration by a qualified assessor for any combination of formal or informal training and education, work experience or general life experiences.

RTO Recognition Process



Preparing your Portfolio of evidence for Skills Recognition



My Portfolio: Education and Training History

Name:.....

- Please complete one form for each course you have completed
- List all your courses, including both Retail and non-retail courses
- Attach copies of certificates, diplomas and statements of attendance – any proof that you have completed the training.

Course/Qualification:.....

Course type:.....

Name of provider:.....

Address:.....

.....

.....

.....

Contact name:.....

Email:..... Phone:.....

Start date:..... Finish date:.....

☐ completed or

☐ on-going

Main content areas:

.....

.....

.....

.....

.....

.....

.....

Which skills do you wish to have recognised as a result of this training?

.....

.....

.....

.....

Signature:..... Date:.....

My Portfolio: Work History

Name:.....

Complete one form for each job you have held. Include all jobs, and work experience you have undertaken - not just Retail jobs!

Employer:.....

Business type:.....

Address:.....

.....

.....

.....

Contact name:.....

Email:..... Phone:.....

Start date:..... to:.....

Your job title:.....

Do you work?

☐ Full time

☐ Part time - How many weeks work per year?

☐ Casual - How many weeks work per year?

My role:.....

.....

.....

.....

My responsibilities:.....

.....

.....

.....

Optional attachments:

☐ Job description

☐ Reference from employer

☐ Other

Signature:.....

Date:.....

Interests

Please provide details of skills you have gained through any non work interests.

For example:

1. Teamwork from sports that you are involved in socially or competitively
2. Problem solving eg, through games you enjoy such as Sudoku, board games, electronic games
3. Initiative and organisational skills gained through your travel experiences
4. Other

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Signature:.....

Date:.....



Vocational Education & Training (VET) Jargon Buster!

Assessment

The process of forming and recording a judgement about your skills and knowledge

Assessor

Someone who has the skills and knowledge to conduct assessments. RTOs must use assessors who possess the appropriate assessment qualifications required by the Training Package guidelines

Australian Apprenticeships/Traineeships

Structured training arrangements for employees that combine work and training. All traineeships include paid employment, a training contract between employer and trainee and a training program delivered by a contracted training provider. There are a number of traineeships approved in NSW for the Retail sector.

Australian Qualifications Framework (AQF)

The policy framework that defines all qualifications in post-compulsory education and training incorporating school, industry, vocational and higher education qualifications into one system.

Australian Quality Training Framework (AQTF)

The set of national standards, agreed to and overseen by the Ministerial Council for Vocational & Technical Education. These ensure the quality and consistency of vocational; education and training services throughout Australia.

Department of Education, Employment and Workplace Relations (DEEWR)

The Australian Government department responsible for the policy development, management and promotion of VET. It funds the development and implementation of Training Packages.

Evidence

Evidence is information gathered which, when matched against the competency standard, provides proof of competency.

Industry Training Advisory Bodies (ITAB)

ITABs are state based organisations that represent key industry sectors at the state level. For example, NSW Wholesale Retail and Personal Services ITAB (NSW WRAPS ITAB) is the principal adviser to the NSW government and the WRAPS sectors to ensure quality outcomes regarding vocational training and education needs and reforms. Membership of NSW WRAPS ITAB is drawn from both industry (employers and unions) and community. NSW WRAPS represents the Retail and Wholesale Industry.

Industry Skills Councils

Funded by DEST and representing key industry sectors, the councils' role is to develop training packages liaising with industry to identify job roles and training needs. The skills council for the Retail sector is the Service Industry Skills Council (SISC)

National Training Framework (NTF)

The national framework is designed to allow qualifications to be standardised and recognised in all Australian states and territories. The NTF ensures all qualifications meet industry needs and focus on skills required for effective employment.

National Training Information Service (NTIS)

The national on-line database of information about RTOs, Training Packages and accredited courses - <http://www.ntis.gov.au/>

NSW Department of Education and Training (DET)

The State Training Authority that coordinates all public education and training services. It includes the Vocational Education and Training Accreditation Board (VETAB) that regulates and oversees the registration of RTOs and course accreditation.

Qualification

A formal certification issued by a Registered Training Organisation of achievement against a national framework qualification

Recognition (also called Recognition of Prior Learning (RPL), Recognition of Current Competency (RCC) or Skills Recognition)

The formal acknowledgement of a person's competencies, regardless of how, when or where the learning occurred. This includes consideration by a qualified assessor of any combination of formal or informal training and education, work experience or general life experiences.

Registered Training Organisation (RTO)

A training organisation registered by the state registering body (VETAB in NSW), in accordance with the Australian Quality Training Framework (AQTF). An RTO's registration includes a list of the courses, training package qualifications and other services they may offer. This is known as scope of registration and can be found on the NTIS on-line database.

Statement of Attainment (SOA)

A formal certification issued by an RTO listing competencies achieved. The SOA can contribute towards a qualification when remaining competencies are achieved with further training, assessment or recognition.

Trainee

A person undertaking a traineeship.

Traineeship

A system of vocational training combining off-the-job training at an approved RTO with on-the-job training and practical work experience. Traineeships generally take two years and are a part of the New Apprenticeships system.

Training Package

A set of nationally endorsed standards, guidelines and qualifications for recognising and assessing people's knowledge and skills in specific industry sectors. It describes the knowledge and skills that individuals need to perform effectively in the workplace.

Unit of competency

A fixed arrangement of knowledge and skills required in the workplace for a particular task.

About NSW WRAPS



NSW RETAIL WHOLESALE &
ASSOCIATED SERVICES INDUSTRY
TRAINING COUNCIL LTD

NSW Wraps is the peak skills advisory body in NSW for the Wholesale, Retail, Hairdressing, Beauty Therapy, Floristry, Community Pharmacy and Funeral Services industries.

We advise governments, businesses, individuals and RTOs on:

- NSW Apprenticeship and Traineeship arrangements;
- Vocational Education and Training (VET) in Schools;
- the development, review and implementation of the Training Packages for our 7 industry sectors;
- accreditation and registration processes for RTOs and courses; and
- industry skill development policy, programme research and initiatives.

Check out these links:

Industry

Australian Retailers Association www.ara.com.au

Shop, Distributive & Allied Employees' Association, NSW Branch www.sdansw.asn.au

National Association of Retail Grocers of Australia www.narga.com.au

Career

<https://careersgateway.serviceskills.com.au>

<https://jobsearch.gov.au>

www.myfuture.edu.au

www.australia.gov.au/skillsinfo

VET

www.training.com.au

www.sbatinnsw.info

www.grouptraining.com.au

www.skilling.nsw.gov.au

www.tafensw.edu.au

www.ntis.gov.au

www.aqf.edu.au

School

www.boardofstudies.nsw.edu.au

www.det.nsw.edu.au/vetinschools/index.html

www.cecsw.catholic.edu.au

www.aisnsw.edu.au

Retail for Life orders:



www.skillsonline.com.au

Locked bag 53, Darlinghurst NSW 1300

P: (02) 9244 5073 F: (02) 9266 8549